GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:5819
ANSWERED ON:30.08.2001
HIGH RATES OF HOTEL ACCOMMODATION
NARESH KUMAR PUGLIA

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether attention of the Government has been drawn to the newsitem captioned "hospitality costs more in India than abroad" appearing in the 'Business Standard' dated July 27, 2001;

(b) if so, the facts and details thereof;

(c) whether the Government have taken any steps to ascertain the prevailing rates of hotel accommodation in various foreign countries and India;

(d) if so, the details thereof;

(e) whether higher rates of hotel accommodation in India has adversely affected the tourism; and

(f) if so, the measures taken to improve the situation to promote tourism in the country?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR)

(a) to(d): Yes, Sir. Hotels in India are not more expensive when compared to otherneighbouring countries. Although, the published rates in some Indian 5-Star DeluxeHotels are perceived to be high, particularly in the gateway cities of Delhi and Mumbai,but in actual practice, the average realised rate is much lower than the published rate because of the discount policy of the hotels. In any case, the Government does not control hotel tariffs in India post liberalization in 1991.

(e): Average room rates in major 5-Star hotels have shown a downward trend in the recent past largely because of increase in supply of rooms and while hotels are able to realise lower room rates, there is no report of hotels lowering their published rates. Room occupancy has fallen in the recent months which is largely due to off season.

(f): The measures adopted to promote India as an International Tourism Destination arethrough advertising in the print and electronic media, participation in travel exhibitions & fairs overseas, providing information through brochures, through the Internetin the India Tourism Website, production of CD-ROMs etc.The Ministry has launched a tourism Portal for the benefit of all tourists including NRIs and PIO's.